

STATE OF IOWA  
DEPARTMENT OF COMMERCE  
UTILITIES BOARD

IN RE:  SUPERIOR TELEPHONE COMPANY	DOCKET NO. SPU-99-14
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**ORDER APPROVING INTRALATA DIALING PARITY PLAN**

(Issued June 22, 1999)

On April 22, 1999, Superior Telephone Company (Superior) filed for the Board's consideration and approval a plan for implementing intraLATA dialing parity. Superior generally proposes to allow customers to choose their intraLATA carrier prior to the implementation of intraLATA dialing parity and to assign customers who do not make an affirmative choice to a long-distance subsidiary of Superior Telephone Company that is yet to be established. The subsidiary will provide interexchange services through the facilities of Iowa Network Services.

Superior does not propose any mechanism to recover the cost of implementing intraLATA dialing parity.

Superior provided a proposed customer notification form for direct mailing and asks that the Board approve the form. The proposed notice will inform customers that they have 90 days from the date of implementation (which is projected to be July 21, 1999) to designate an initial preferred intraLATA carrier without incurring a PIC charge.

On May 5, 1999, the Consumer Advocate Division, Department of Justice (Consumer Advocate) filed a "Response To IntraLATA Dialing Parity Plan." Consumer Advocate does not state whether it has an objection to Superior's plan, but notes that the plan provides only 90 days for customers to evaluate their intraLATA carrier choices and make a change from the default provider. Consumer Advocate also notes that the plan does not specify how Superior intends to ensure competitive neutrality when new customers are choosing their intraLATA carrier. Consumer Advocate suggests that the Board should require Superior to amend its plan to extend the PIC charge waiver to 120 days and to clarify how it intends to assure competitive neutrality when new customers choose an intraLATA carrier when initiating local service.

On May 24, 1999, Superior filed an amended implementation plan, proposing to waive the PIC change charge for each customer's initial PIC made within 120 days of the equal access implementation date and stating that Superior will not market its intraLATA toll service to customers who call to initiate local service.

On May 27, 1999, Consumer Advocate filed an amended response to Superior's plan, stating the proposed amendments address the concerns raised in the Consumer Advocate's initial response.

The Board will approve Superior's plan for implementation of intraLATA dialing parity, as amended by Superior's filing of May 24, 1999.

**IT IS THEREFORE ORDERED:**

The IntraLATA Dialing Parity Plan filed by Superior Telephone Company on April 22, 1999, as amended by Superior on May 24, 1999, is approved.

**UTILITIES BOARD**

/s/ Allan T. Thoms

/s/ Susan J. Frye

ATTEST:

/s/ Raymond K. Vawter, Jr.  
Executive Secretary

/s/ Diane Munns

Dated at Des Moines, Iowa, this 22nd day of June, 1999.